

Enroll in the Red Cross Today

Do your Bit to make the Drive a Success.

Membership costs only one dollar a year. It is planned to enroll 10,000,000 members by Christmas. Your name is needed. You may enroll in this store.

Macy's
We Sell Dependable Merchandise at Prices Lower Than Any Other Store, but for Cash Only.

Merchandise Bonds Instead of Gold Pieces

Those who have been in the habit of giving 85 gold pieces as Christmas presents will have difficulty this year in getting the coins. Gold is needed elsewhere. Why not give Merchandise Bonds instead? Buy them at the Main Floor Desk. They are redeemable in merchandise (except liquor) at this store.

THIS STORE

Is Not Open Evenings

Store Hours

9 A. M. to 6 P. M.

You Will Like These HATS

With Fur Brims and Feather Crowns

\$6.89

Russian Turbans or Rolled Brim Sailors

Fur and feathers—a soft and pleasing combination for mid-winter wear. The hats are in the small becoming shapes so comfortable in windy weather.

Crowns of plain or iridescent feathers. Brims entirely of fur, either gray (dyed to imitate moleskin) or black (dyed to imitate Hudson seal).

Practical Christmas Gifts for 190 Boys!



Practical Gifts With the Thrift Appeal

MACKINAWs, \$4.89

These serviceable winter coats are priced with the thrift idea in mind, and will make ideal Christmas gifts for the active, out-of-door youngsters. They are well made, of cheerful plaids, in the desirable short length, providing for freedom of action in all outdoor sports. Smart model with belt and convertible or shawl collars. One illustrated B.

SALE—Boys' Suits, \$6.49

With Extra Trousers—Sizes 6 to 18 Years

Many were taken from regular stock and reduced for this sale. Their former prices were "Lowest-in-the-City." One illustrated A.

Fancy mixtures and corduroys in single or double breasted models, well tailored in smart models. Each suit has two pairs of fully lined trousers. Coats lined with serge or Albatross.

Other Items That Will Make Excellent Christmas Gifts

Sweaters.	26 to 36	\$1.98 to \$6.24
Overcoats.	2 1/2 to 9 years.	6.49 to 19.74
Overcoats.	10 to 18 years.	9.74 to 22.74
Velvet Suits.	2 1/2 to 8 years.	7.49 to 10.74
Winter Wash Suits.	2 1/2 to 10 years.	1.89 to 5.49
Norfolk Suits.	6 to 18 years.	6.49 to 18.74
Raincoats.	6 to 18 years.	2.74 to 8.94
U. S. Wash Sailor Suits.	3 to 10 years.	1.98 to 4.49
U. S. Serge Sailor Suits.	3 to 10 years.	8.24
Soldier Suits.	6 to 14 years.	7.49
Boys' Waistcoats.	8 to 18 years.	2.89 to 3.96

Special—Boys' Silk Shirts and Blouses, \$2.89

—Second Floor, 34th St., Near.

Women Appreciate FURS

In This Store Dependable Furs Are Priced Less Than Elsewhere

Have you noticed that more fur coats than ever are being worn this season? And almost every woman without a fur coat wears furs—or wants them. Stocks in the Fur Section are filled to capacity with coats, sets, scarfs and muffs of the kinds that women like most to have.

Styles right, pelts perfectly matched, prices less in every instance

Fur Coats

Marmot Coats in loose back model, 45 inches long. \$39.75

Natural Muskrat Coats, full rippled model with deep collars, cuffs and belts of contrasting furs. \$74.75

Hudson Seal Coats (dyed muskrat) in rippled model with deep collars and cuffs, also of Hudson seal. \$89.75

Scarfs and Muffs to Match

American Ermine Scarfs, smart cravat style, lined with soft crepe. \$39.75

American Ermine melon shaped muffs to match. \$23.74

**Fur Coats**

Hudson Seal Coats (dyed muskrat), rippled style with collars and cuffs of natural skunk. \$119.00

Persian Lamb Coats full rippled model with collars and cuffs, also of Persian lamb. \$149.00

Hudson Seal Coats (dyed muskrat), full loose model with cuffs and collars of contrasting furs. \$169.00

Scarfs and Muffs to Match

Hudson Seal Scarfs (dyed muskrat), large cape collar effect. \$14.74

Hudson Seal Muffs (dyed muskrat), full melon shaped. \$10.74

Fox Furs

An exceptionally large assortment bought in large quantities in anticipation of their popularity, and priced advantageously.

Taupe Fox, Point Fox, Kamchatka Fox, Yukon Fox, Natural Red Fox.

\$24.74 to \$69.75 Set

Point Fox Set, illustrated, \$69.75

Scarfs and Muffs to Match

Real White Fox Scarfs in becoming animal effect. \$29.75

Real White Fox Muffs, full melon shape. \$39.75

Beaver Scarfs, large cape collar effect fastening with two buttons. \$19.74

Beaver Muffs, full melon shape. \$15.74

Nutria Scarfs, smart cape collar effect. \$8.74

Nutria Muffs, melon shape. \$11.74

—Third Floor, 34th Street

She'll Like These White Mousquetaire GLOVES

Of Real French Glace Kid

\$1.24

Our regular price \$1.79

12 button length, over-sewn seams, plain back, three buttons at wrist.

—Main Floor, 35th Street.

1000 GOOD BLOUSES

In This Holiday Sale

\$2.49

Good—because the materials are of dependable quality.
Good—because they are cut on the lines that women like.
Good—because they are finely made and carefully finished.

In the collection there are white, flesh and suit shade blouses. Also black Georgette and cream net.

Only Two of the Many Styles Are Shown.

Above is a blouse of heavy crepe de chine with four bound buttonholes and groups of tucks to give it long lines.

This Georgette blouse has its collar, cuffs and graceful frill edged with contrasting color Georgette.

—Third Floor, 34th Street

Christmas Baskets Filled With Fruits

The most delicious fresh Fruits, Confections, and other delicacies at a saving of about one-fourth as compared with prices at the few other stores that prepare baskets of such super-excellence.



If you overlook a friend until the last moment send a basket of delicious Fruit from Macy's. Whether you overlook a friend or not, a basket of Fruit is one of the most charming gifts that you could select and it does not suggest a "last moment" thought.

Priced \$2.49 to \$24.89

Baskets for \$4.74

Contain such delicacies as Spitz Apples, Lady Apples, extra fancy California Oranges, Tangerines, Grapefruit, Pomegranates, Kumquats, Comice, Beurre Bosc and Anjou Pears and Malaga Grapes, Figs, Nuts, etc.

Baskets for \$19.59

Contain delicacies such as Stuffed Figs in Glass, Stuffed Dates, Crystallized Pineapple, Crystallized Ginger, Imported Maraschino Cherries, Bar-le-Duc, Nut Meats in Glass, Assorted Chocolates, Lady Apples, Spitz Apples, Delicious Apples, extra fancy California Oranges, Tangerines, Grapefruit, Pomegranates, Comice, Beurre Bosc and Anjou Pears, Malaga Grapes, Bottle of Wine, or Champagne.

Baskets will be delivered by uniformed messengers the same night anywhere in Greater New York.

—Fifth Floor, 35th Street

Among His Christmas Gifts There Should Be One of These

Silk Knitted Reefers

He will wear it on dress occasions and every day—for this assortment contains silk "mufflers" in colorings appropriate for both.

Special—Men's All Silk Accordion Knitted Reefers, \$3.89

Two-tone effects, in wine, purple, green, blue, and plenty of black and white. Also crochet weaves in shell, herringbone and other weaves, in pearl, white or black.

Imported Silk Reefers, \$6.89 to \$10.89

Of our own importation—in a complete assortment of plain colors, leather mixtures and striped effects.

—Main Floor, 35th Street, Broadway

The Low Prices Make These

Plush Motor Robes

Particularly Attractive

Well finished, of animal hair plush, in green and black; they will give good service and real warmth.

50x60 inches, \$4.69	With rubber interlining, \$6.74
54x72 inches, 6.74	With rubber interlining, 8.74
54x84 inches, 7.74	With rubber interlining, 10.74

—Second Floor, 34th Street

News Chronicle of Home Furnishings

By the Passer-By.

Under the Lamp

DO you think of a family circle under the shade of a red table lamp? Do you think of the student in a circle of lamplight with the shadows playing hide-and-seek in the corners of his study? Do you think of music, softly played when the room is couleux de rose and so are one's thoughts?

Do you think of a lonesome, bleak city street—a strange city where one is alone to the point of heart-ache, and of an unshaded window revealing a real home—a home with lamplight and firelight and happy faces?

What is the luminous point in each scene? The lamp! A lamp changes the whole aspect of a room.

Of a Seasonable Woolliness

IN such weather as this the most lovable things around are woolly—the more woolly the better.

But, alas, all is not wool that looks woolly.

If you want blankets that contain wool you must buy them where nothing is allowed to fly false colors.

At Macy's the proportion of wool in a blanket is definitely stated. If it is not printed on

the card you have only to ask and you will be told.

When you pay for woolliness you get it.

—Basement, Near.

Weavers of Fifty Years Ago

"MY people have long time been weavers," said the Chinese art student who visited Macy's Far East Section the other day. "These cloths I know well. They have been woven fifty years ago."

He meant the Kusu panels of silk, the color of very old ivory, with figures and scenes from old Chinese history.

We knew they were fifty years old and very rare.

But we did not know until he told us that, while the weaving of the ivory background was done by fine combs, no comb these days was fine enough to place each intricate thread in the design. For this purpose the Chinese weaver allowed his finger nails to grow so long that he could cut them into fine fringes. With these natural combs he adjusted his fine weaving. You may buy the Kusu panels to hang on your walls. Or you may purchase one of the screens in which they have been set as panels. The latter, breast-high, are \$17.49.

—Far East Section, 4th Floor.

The Broken Comb

LOOK at the broken comb on daughter's dresser!

It is time to get her a new set for Christmas.

How would she like them in white "ivory" finish? These are girlishly simple.

Or perhaps her room is in a color scheme that she is crazy about.

Then why not get her a set in bi-color? These also are "ivory" finish with borders of pink, blue or black, dyed in, so that the color never fades or varies.

A three-piece set costs \$7.94. An eleven-piece set is \$19.37.

—Drug Dept., Main Floor.

Bohemian Hospitality

"DO you like cinnamon toast? I'm going to have piles of it for tea."

Thus spoke the artist as she squatted on the floor in front of her electric toaster.

Some people think they cannot dispense hospitality unless they can set you down to a seven course dinner including finger bowls.

But the bohemian hostess can make one feel utterly happy on cinnamon toast and tea; or a rarebit tossed up in a chafing dish, to which is added coffee from the electric percolator.

Blessings on electricity that makes bohemian hospitality possible!

The electric toaster, in an upright, much-improved shape, costs \$4.69. The chafing dish (alcohol) is \$5.17. The electric coffee machine is \$9.39.

—House Furnishings, Basement, 35th St.

**This Sale of DOLLS IN WONDERLAND**

Will Delight Little Mothers on Christmas Morning

Dressed Dolls 18 inches tall

98c

A Very Special Purchase

Such Dolls Were Priced in Regular Stock at \$2.24.

A Baby Doll, a Sunbonnet Sue, a Little Dutch Boy, a Jack Frost, a Jill Frost, and a Very Pretty Little Girl Doll.

They are stuffed Dolls, 18 inches tall, with unbreakable heads. Nicely dressed—all have shoes, the girl Dolls have underclothes.

Think of How Many Little Girls May Be Made Happy When You Can Get Dollies at That Low Price!

—Wonderland, Fifth Floor

OVERCOATS

That Have Lasting Style—That Give Long Wear

At \$24.75

Lasting style—because Chesterfields and semi-form-fitting coats like these are not subject to year-after-year changes.

Long wear—because they are well tailored of warm, heavy Oxford and black fabrics in a manner which will insure several seasons' wear.

Smart Chesterfield, Double-Breasted and Semi-Form-Fitting Overcoats

With velvet collars, silk yoke and sleeve linings—of quality which is not equalled elsewhere in overcoats priced much higher.

Burberry's and Other London-made Overcoats for Men, \$44.75 to \$64.50

Tailored of warmth without weight overcoatings and heavy fleecy fabrics in Oxford, green, brown, tan and heather mixtures. Double-Breasted Ulsters and Ulsterettes, Great Coats, Cape Overcoats and English Slip-Ons. Of course, the prices are "Lowest-in-the-City."



—11th Floor, Broadway, Front